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Our children deserve media
programs which encourage the
development of their emotional
selves in such a way to curtail
violence and promote well-being,
cooperation and self-esteem.
Regulations should mirror this!
Jean DeSpain

MM93-48

CHILDREN'S EDUCATIONAL GROUP

President: Eric S. Burka
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December 8, 1993

Chairman Reed Hundt
Federal Communications Commission
1919 M Street, N.W.
Washington, D.C. 20554

Dear Chairman Hundt,

I am writing to you as an Independent Producer who has been developing educational television programming for children in Los Angeles. I recently moved to Washington, D.C. hoping that this might be a better place to get children's programming produced. We are currently focused in one particular project called "TrEeHoUsE," which is an extremely hip and progressive educational show for children ages 6-11 years old. I have developed this show with school teachers, child psychologists, and children, and have received unbelievable feedback. I have amassed a group of young creative people and together created a television show that will teach the seven strands of learning as well as pro-social behavior, manners and politically correct values in fun inviting atmosphere.

Paramount Studios is interested in letting us produce the show here in Washington at their affiliate WDCA, Channel 20. I am very excited about this possibility, but the fact is that I have spent the last two years trying to produce this show. The difficulty has been convincing the networks to air "EDUCATIONAL" programming, despite the "CHILDREN'S TELEVISION ACT," that was supposedly put into effect. In a phone conversation with CBS, they blatantly told me that educational programs were not making them any money and the violent shows were making a "killing." The merchandising is where all the money is, as we all understand with the ever so successful "Power Rangers." I understand that they need programs that will make the networks money, but not programs that will teach

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children violence. It is possible to create educational shows that are entertaining, and have great merchandising possibilities. There is a new industry term called "**EDUTAINMENT**," that accurately describes what our show is all about.

Paramount will hopefully let us distribute "TrEeHoUsE" on their new upcoming fifth network. We are trying to make them see the possibilities of producing a children's show in the nations capital and how much impact it would have on the entire industry. They would be able to set the standard with this show and demonstrate that it is possible to air educational programming and still make money at the same time.

Mr. Hundt I would greatly appreciate if you would be able to take 15 minutes out of our busy schedule to meet with me so I can show you "TrEeHoUsE." I am sure you will love it as would any child or parent who sees it, and together we make a difference for the future of our country!

Sincerely,

Eric S. Burka

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DEC 15 1994

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December 5, 1994

The Honorable Chairman Reed Hundt
Federal Communications Commission
1919 M Street, NW
Washington, DC 20554

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Dear Mr. Hundt:

I am writing to urge you to defend the best interests of our nation's children by strengthening the guidelines for the Children's Television Act.

Millions of American children grow up facing constant crises such as hunger, poverty, family problems and violence -- leaving them ill-prepared to learn in school. Millions more are educated in underfunded and troubled school systems. The number of school drop-outs and illiterate high school graduates increases dramatically each year. These trends imperil our nation's health, security and future.

Television has an unparalleled influence in the lives of all Americans and can play an unprecedented role in nourishing the minds of our nation's children. Today children have better access to sensationalistic talk shows, violent cartoons, and adult sitcoms than they do to programming designed to enrich their minds. This must change.

The market forces, which govern how shows are developed and aired, are biased against educational programming for children. We cannot leave the educational needs of our nation's children in the unseen hands of market forces. Inaction has already led to the dominance of shows cynically designed to serve as marketing vehicles for toys, candy and other products.

The FCC must stand up for children. The FCC must provide broadcasters with a clearer definition of "educational" programming and make sure that television stations air at least one hour a day of these shows between 7 a.m. - 10 p.m. in regularly scheduled time slots. America's children are counting on you.

Sincerely,

Starr Diethorn

Starr Diethorn
22 Continental Avenue
Morristown, NJ 07960

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